

Transportation Data Symposium 2015

- Engineering and Operations

HERE Data Update and Overview

here

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HERE North America

Topics

Overview of HERE support and products available to Florida

- HERE Map
- HERE Traffic
- Latest Trends and Developments
 - Map/LiDAR
 - Traffic
 - Platform

Largest transportation data supplier in the world

Employs **6,000 people** in 55 countries



Produces maps for nearly **200 countries**



Enables **nine out of ten** in-car nav systems in North America



Enables mobile, web, and enterprise solutions for **global industry leaders**





Florida's History with HERE Data

Unified Base Map

FDOT selects NAVTEQ/HERE for unified approach to managing roadway data

Regional Centerline Integration

FDOT LRS conflation with HERE Map

Safety - Collision Statistics

FDOT Processing of police reports for roadway safety

Emergency Response

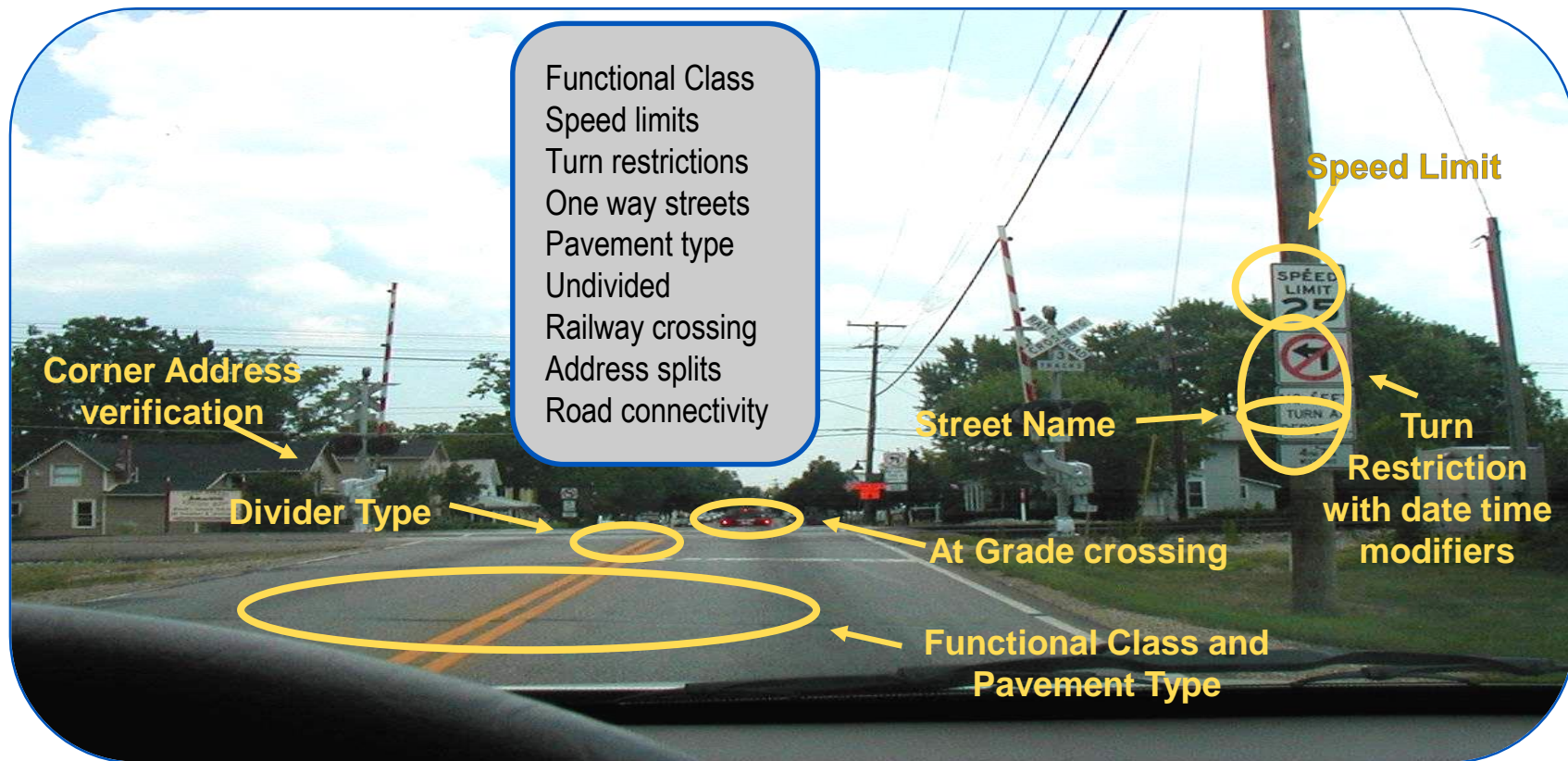
Florida Dept of Law Enforcement adopts HERE for statewide dispatch system (IBM)

Traffic and Performance

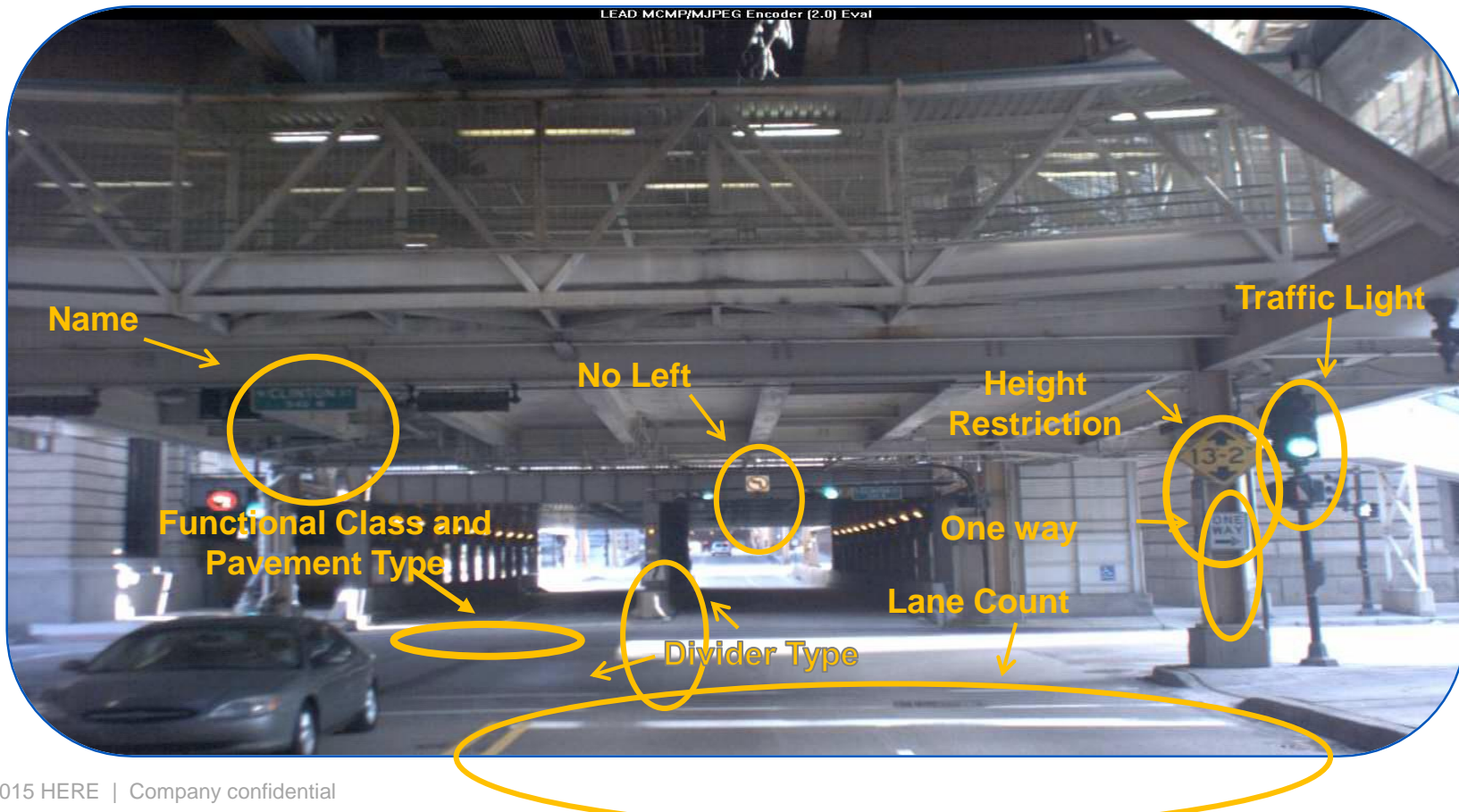
FDOT integrates HERE real-time and archived traffic data for ITS/511 and Performance Management

HERE Map

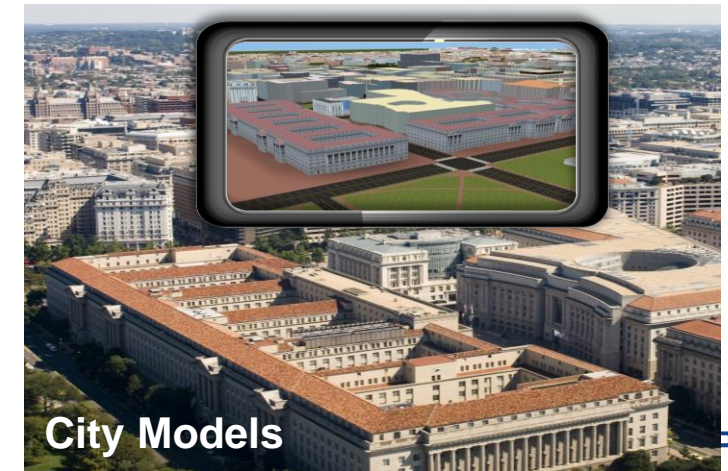
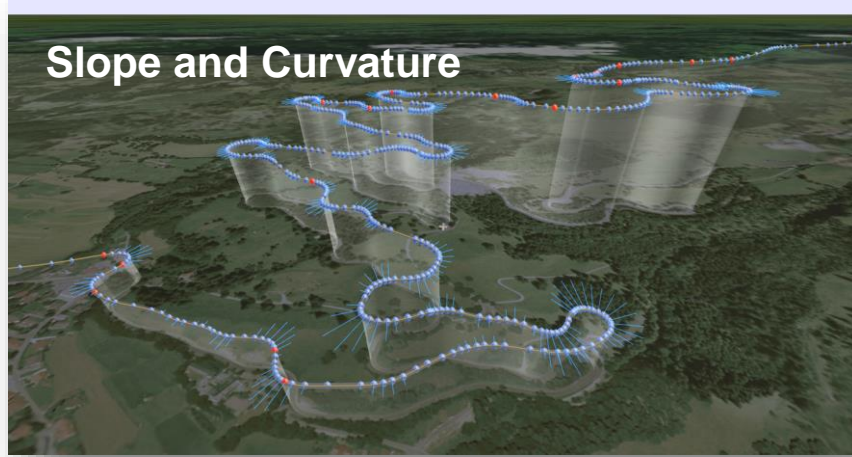
Field Data Collection – Map Attributes



Field Data Collection – Map Attributes



Advanced Map Features



Auto, Traffic, Truck, Transit...more – 360.here.com

HERE Transit



Mapmaking in the USA turns up local heroes

Zachary Salman has an unusual hobby for a sixteen year old. The honor student from Berkeley Springs, West Virginia – a...

656 177 11



7 subway maps that will take you nowhere



Autonomous cars can only understand the real world

In the second of our series '3 steps to automation', we look at the need for a precise and trustworthy...

1128 416 0



Sygic chooses HERE for its Truck Navigation

1257 354 1

HERE Traffic

Big Data turned into Useful Information: HERE Traffic



HERE Real Time Traffic

Continuous Dynamic Traffic Information, providing up to the minute data for 44 countries

- Real-time speeds and travel times
- Real-time incidents (accidents, construction)



HERE Predictive Traffic

Modeled real-time traffic forecasts for future time slots to help drivers, fleets, and road network operators make better decisions.

- Forecasted speeds and travel times
- 12 hours into the future



HERE Performance Management

Traffic Analytics

- A rich dataset of daily historical traffic speed and statistical information
- Sliced and diced on demand

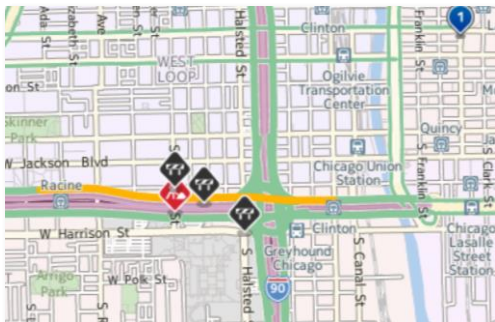
NPMRDS

- FHWA un-modeled travel time data set

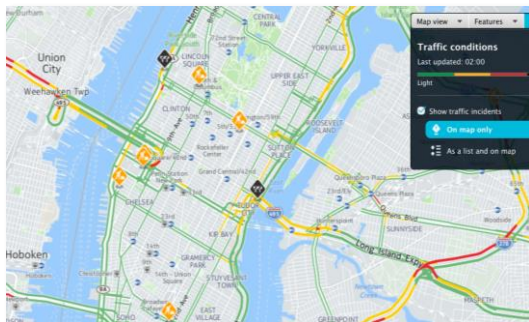
Traffic Patterns

- Typical speeds & travel times by day/time based on historical data

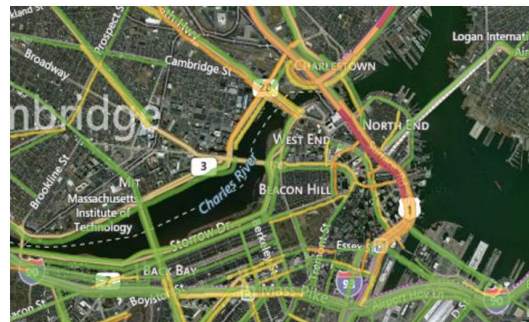
Broad coverage | 100% Roads



100% coverage
on controlled access
roads, 24x7 (FC1-FC2
roads/major highways)



Full TMC table
coverage globally

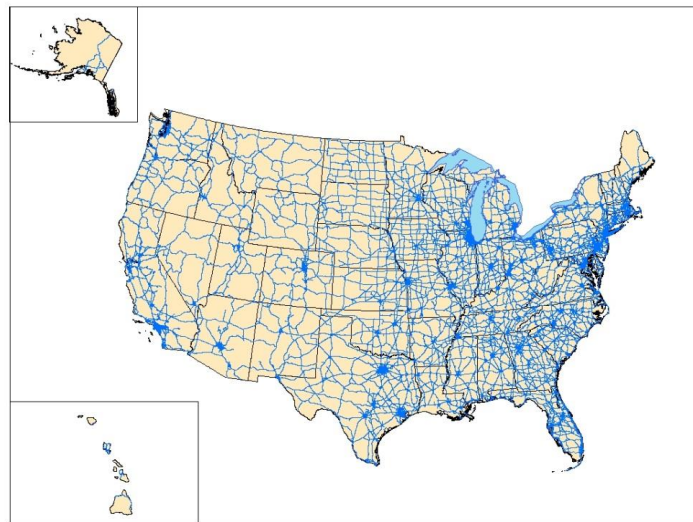


Non-TMC Roads with
dynamic traffic detection
or continuously enabled

Now let's talk about Performance Management!

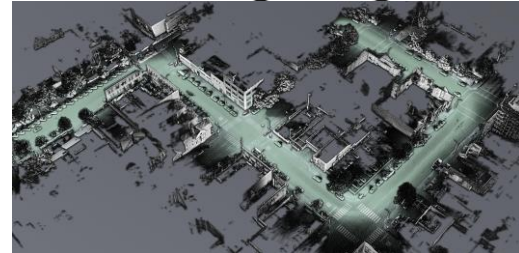
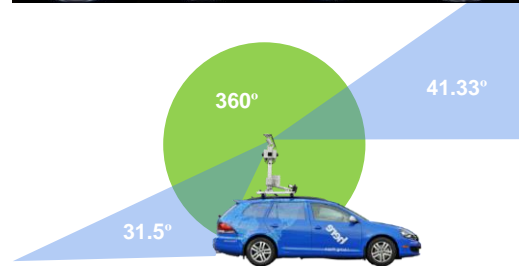
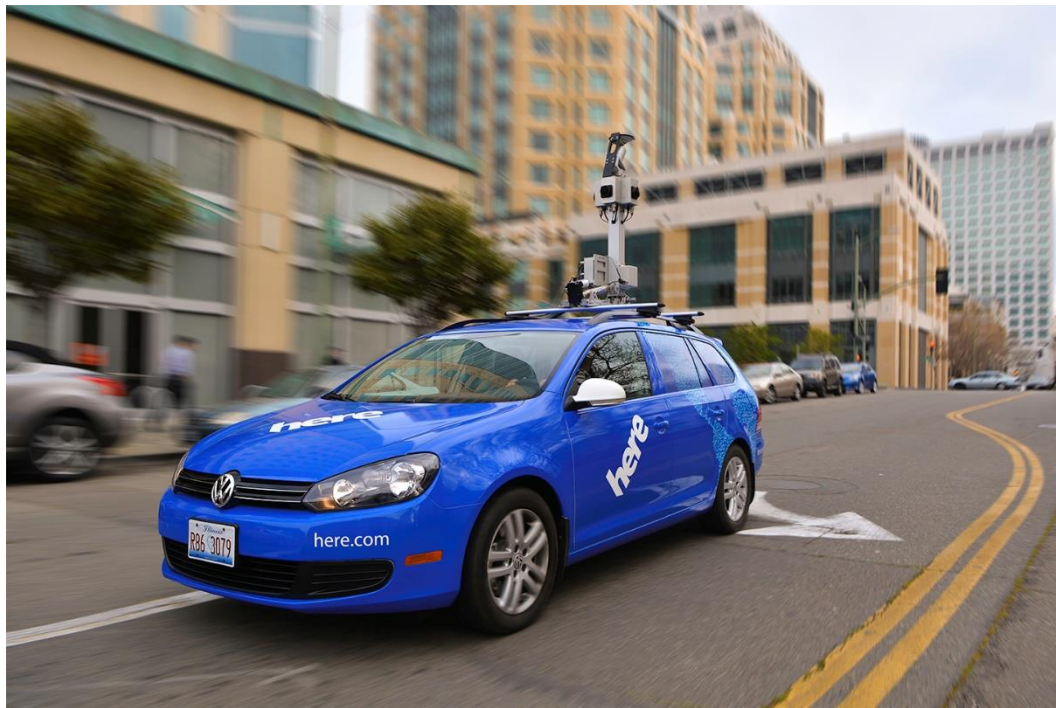
What is NPMRDS?

- National Performance Research Data Set
- A historical archive of average travel times by calendar day in 5-minute increments covering the National Highway System (NHS)
- An archived dataset is also available for October 2011 – June 2013
- Monthly data since July 2013 is currently available
 - Data set is available on monthly basis
 - Each month's data will be available early in the following month



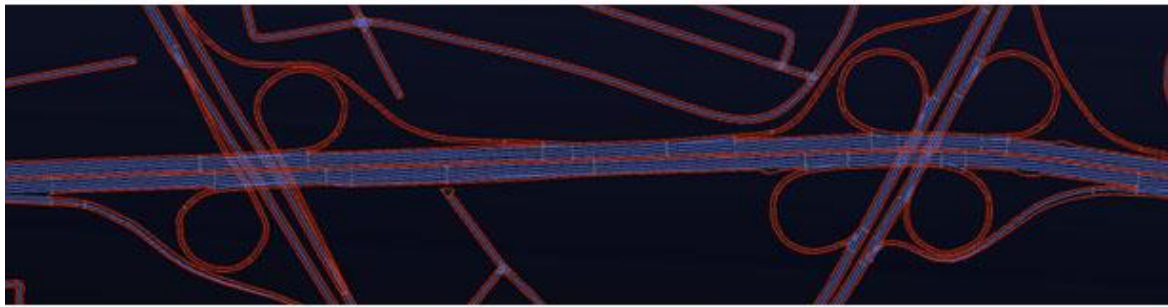
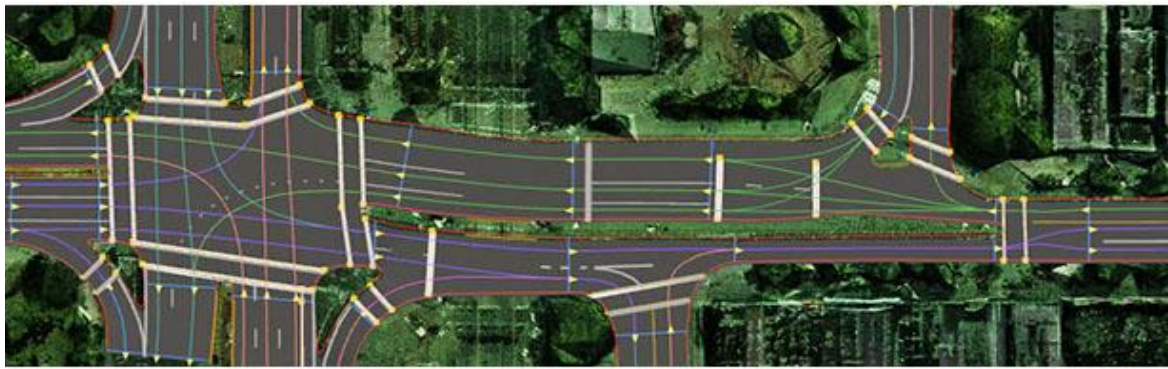
Latest Trends and Developments

High Definition Mapping and Immersive True System technology



HERE leads the way in delivering technology and products to enable the highly automated vehicle

- HD Map
- Live Roads
- Humanized Driving



Predictive Traffic



Real-Time Predictive Traffic

Smarter, safer and more enjoyable trips using traffic forecasts to help drivers, fleets, and road network operators make better decisions.

- Anticipate speed and travel times
- Plan better routes and arrival times

1

Improves planning and alerting capabilities

2

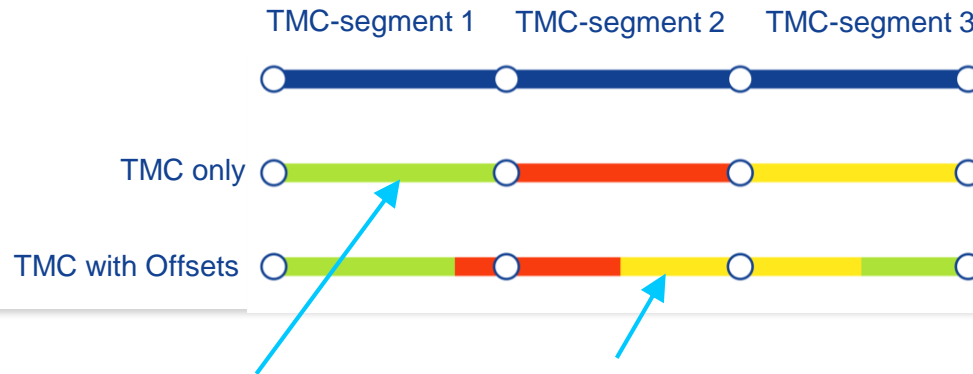
Anticipate the best routes and reduce the number of re-routes during a journey

3

Improves arrival time estimates for longer routes

Enhanced Quality | Granular Conditions

Flow reporting on TMC-road segments example



Without offsets, TMC-based traffic reports average conditions from the beginning to the end of a TMC.

TMC-Offsets add precision to traffic reports by specifying the offsets at which congestion begins and ends.

TMC-Offsets brings more granular traffic information on TMC-road segments.

Traffic Analytics – NEW!



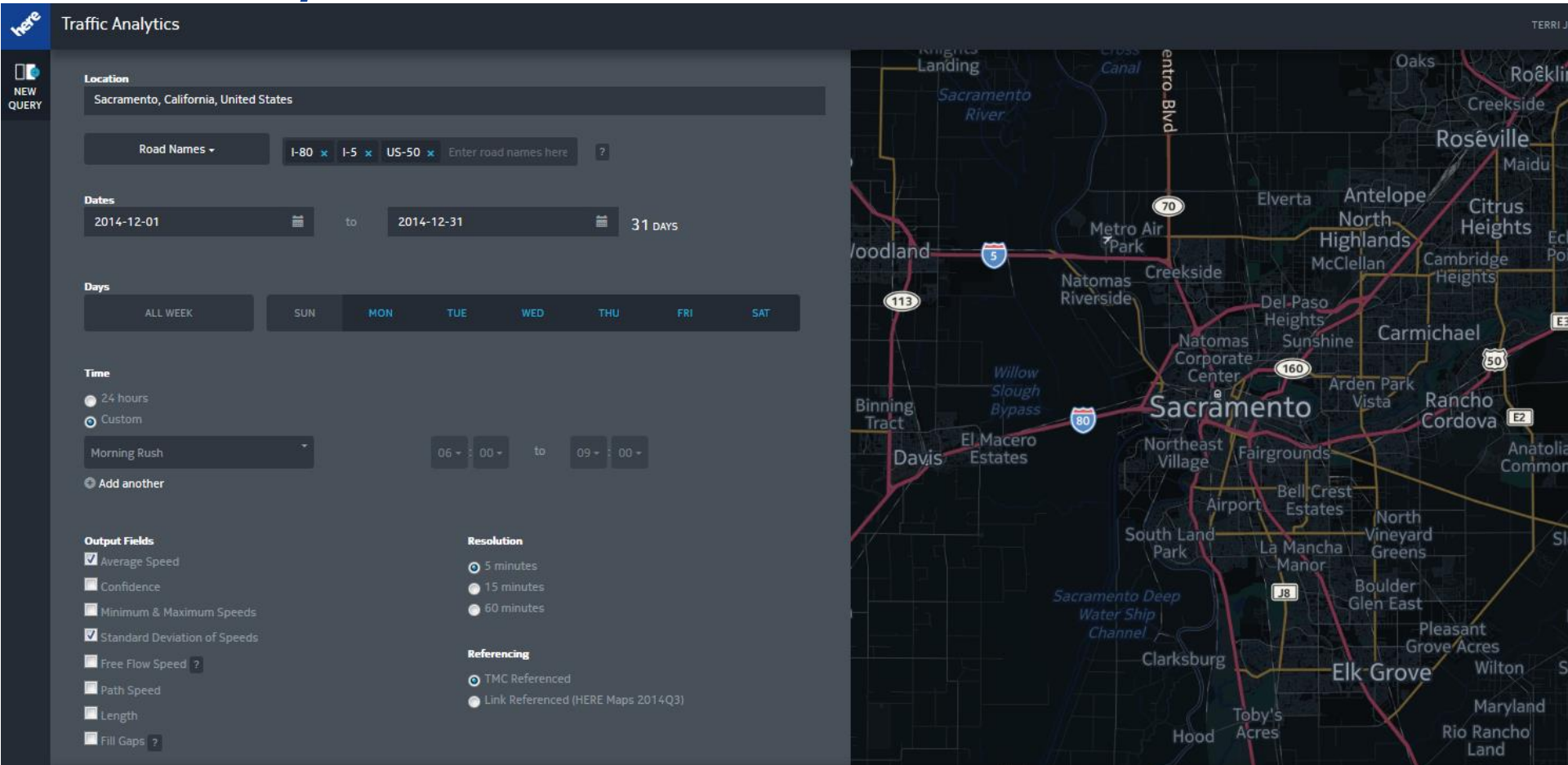
- A rich dataset of daily historical traffic speed and statistical information
- Sliced and diced on demand

1 Tell your story using a data driven approach

2 Show and prioritize where investment is needed

3 Quantify and measure network performance

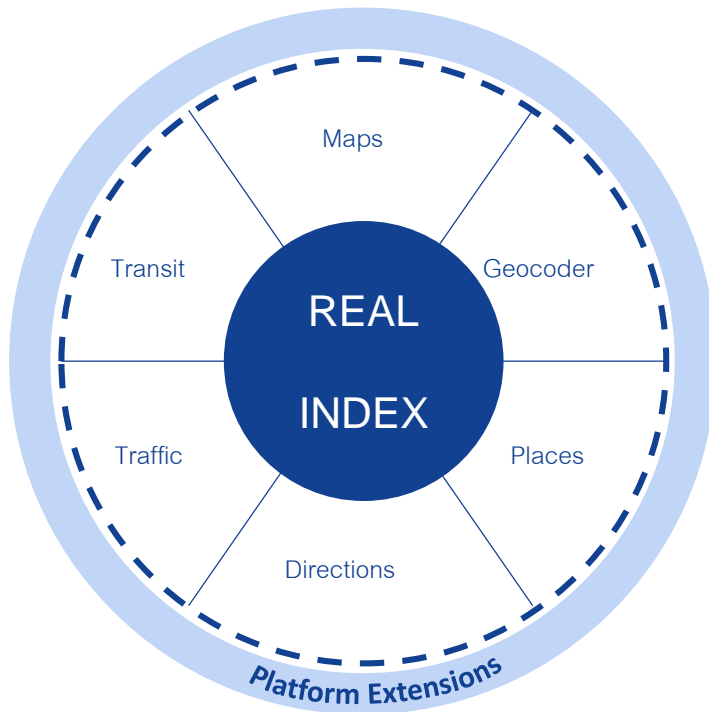
Traffic Analytics Demo



HERE Platform for Business

HERE Web APIs

- JavaScript
- Web services (REST)



HERE Native APIs

- Android
- iOS



Support for development

across screens, across devices